

FAT IS BACK

ORGANIC
ANTIBIOTIC FREE
GMO-FREE
GRASS-FED
CLAIMS

CLEAN & NATURAL

TRANSPARENCY REMAINS A KEY PURCHASING FACTOR, ESPECIALLY FOR MILLENNIALS, WHO ARE WILLING TO PAY MORE FOR SPECIALTY FOODS THAT ARE PURE, CONTAIN SIMPLE INGREDIENTS AND ARE SUSTAINABLY SOURCED.

ORGANIC SHARP CHEDDAR; ORGANIC GRAND CRU;
ORGANIC HAVARTI & ORGANIC GOUDA



SPICE REIMAGINED

THE DEMAND FOR HEAT HAS DOMINATED THE FOOD SCENE FOR A NUMBER OF YEARS, AND IS STILL GOING STRONG. NEW AND INNOVATIVE CHEESES WITH SPICY FLAVORS CONTINUE TO EMERGE AND GROW IN POPULARITY.

ROTH SRIRACHA GOUDA; ROTH CHIPOTLE HAVARTI;
KINDRED CREAMERY GHOST PEPPER COLBY JACK

INDULGENCE

ONCE SNUBBED, WHOLE MILK, REAL BUTTER, AND OTHER DAIRY PRODUCTS ARE MAKING THEIR WAY BACK INTO OUR DIETS. CONSUMERS ARMED WITH EVIDENCE THAT REAL DAIRY PRODUCTS ARE GOOD FOR YOU ARE SEEKING NEW INDULGENCES OF THEIR FAVORITE FOODS. THERE'S NO BETTER INDULGENCE THAN CREAMY, MELTY HAVARTI, RICH AND BUTTERY BUTTERKÄSE (THE WORD BUTTER IS LITERALLY IN THE NAME) AND HOT AND GOOEY NATURAL MELT.

ROTH BUTTERKÄSE, ROTH HAVARTI & ROTH NATURAL MELT

FLAVORS ON TREND

AMERICAN ORIGINALS

CONSUMERS WANT FOOD PRODUCTS WITH A SENSE OF PLACE AND A SENSE OF CRAFT. THEY TAKE PRIDE IN HIGH QUALITY AMERICAN PRODUCTS THAT PUSH BOUNDARIES AND REDEFINE CATEGORIES. ROTH PLAYS A PART IN THIS. BY COMBINING THE FINEST WISCONSIN MILK AND CRAFTING IN AUTHENTIC COPPER VATS, WE'VE CREATED THIS ORIGINAL ALPINE-STYLE CHEESE UNMATCHED IN AMERICA: ROTH GRAND CRU. OUR GRANQUESO DEFIES TRADITIONAL DEFINITIONS - IT IS THE LOVELIEST MÉLANGE OF PARMESAN NOTES AND MANCHEGO UMAMI.

ROTH GRAND CRU & ROTH GRANQUESO

"WHOLE FAT GREW FOR ALL CATEGORIES EXCEPT PROCESSED CHEESE"

(INCLUDING BUTTER, COTTAGE CHEESE, CREAM, CREAM CHEESE, NATURAL CHEESE, SOUR CREAM & YOGURT)

BOLD & SMOKY

BOLD FLAVORS LEAVE A MARK AND A MEMORY. THEY TAKE THINGS UP A NOTCH. BOLD FLAVORS DEMAND YOUR ATTENTION AND LEAVE YOU SEARCHING FOR YOUR NEXT, BOLD, EDIBLE EXPERIENCE.

ROTH MOODY BLUE; KINDRED CREAMERY HICKORY SMOKED CHEDDAR;
KINDRED CREAMERY NATURAL SMOKED GOUDA



SMOKED CHEESES ARE THE 3RD LARGEST CATEGORY OF FLAVORED CHEESES - AND HAVE GROWN IN LBS EVERY YEAR SINCE 2013.

FOOD AND BEVERAGE LAUNCHES WITH A CRAFT POSITIONING ARE UP 15%